

**ABSTRACT OF THE DISCLOSURE**

AC voltage of rectangular wave is applied between a pixel electrode 25A and a common electrode 23A, and the amplitude Vac of the AC voltage component and the DC voltage component Vdc thereof are changed to measure the range of optimal DC component variation  $\Delta Vdc$  and determine a structure or material of a liquid crystal display device so as to lower  $\Delta Vdc$  less than a given value, wherein  $\Delta Vdc = |Vdc_b - Vdc_w|$ , Vdc<sub>b</sub> is the value of Vdc at which the range of transmittance variation is the minimum with Vac being fixed at a value for displaying black (2V), and Vdc<sub>w</sub> is the value of Vdc at which the range of transmittance variation is the minimum with Vac being fixed at a value for displaying white (7 V). Thickness of an insulating layer 26A on the pixel electrode 25A and on the common electrode 23A are the same. Electrode crossover portions are made to be in axial symmetry. The top surface of each stripe electrode of a pixel electrode has convex shape in cross section.